



WTIC-TV

ORDER

Print Date 10/12/12

Page 1 of 4

Flight Dates 10/16/12-10/22/12

Contract / Revision 398241 /

Original Date / Revision
10/12/12 10/12/12

Advertiser Democratic Senatorial Campaign

Agency Great American Media

Buying Contact

3050 K St NW
Washington, DC 20007

Product

DSCC IE 10/16-10/22

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2050

Alt Order # 06372126

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 22% Market Value 288068

Competing Station	% of Order	Amount
2WCCT	1%	2880
3WFSB	21%	60494
4WVIT	18%	51852
5WTNH	38%	109465
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$53,868.75	\$63,375.00	0.00	10/01/12	10/22/12	69	\$53,868.75	\$63,375.00
Totals	69	\$53,868.75	\$63,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/16/12	10/19/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		4		\$200.00		0.00					
E 2	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		2		\$1,800.00		0.00					
E 3	61	10/16/12	10/19/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		4		\$200.00		0.00					
E 4	61	10/16/12	10/19/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- TWTF - -		4		\$200.00		0.00					
E 5	61	10/16/12	10/19/12		CM	3p-4p	- TWTF - -	:30	4	\$300.00	02	0.00	NM	4	\$1,200.00



WTIC-TV

Print Date: 10/12/12

Page 2 of 4

Contract / Revision **398241** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE 10/16-10/22**Estimate # **2050**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 3p-4p M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$300.00		0.00			
E 6	61	10/16/12	10/19/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	4	\$425.00	02	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$425.00		0.00			
E 7	61	10/16/12	10/19/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	4	\$650.00	02	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$650.00		0.00			
E 8	61	10/16/12	10/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	2	\$400.00	02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					2	\$400.00		0.00			
E 9	61	10/16/12	10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	4	\$650.00	02	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$650.00		0.00			
E 10	61	10/16/12	10/19/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	4	\$1,000.00	02	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$1,000.00		0.00			
E 11	61	10/16/12	10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$400.00		0.00			
E 12	61	10/16/12	10/19/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	4	\$1,300.00	02	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$1,300.00		0.00			
E 13	61	10/16/12	10/19/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					3	\$350.00		0.00			
E 14	61	10/16/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	- TWTF - -	:30	4	\$150.00	02	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					4	\$150.00		0.00			
E 15	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-4pm	CM	1p-4p	----- 1	:30	1	\$10,000.00	02	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----- 1					1	\$10,000.00		0.00			
E 16	61	10/18/12	10/18/12	Thur Prime A X-Factor	CM	8p-9p	--- 1 ---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1 ---					1	\$6,000.00		0.00			
E 17	61	10/18/12	10/18/12	Thur Prime B Glee	CM	9p-10p	--- 1 ---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1 ---					1	\$6,000.00		0.00			



WTIC-TV

Print Date: 10/12/12

Page 3 of 4

Contract / Revision **398241** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE 10/16-10/22**Estimate # **2050**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	10/18/12	10/18/12	Thur Prime B Glee	CM	9p-10p	--- 1---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--- 1---					1	\$6,000.00		0.00			
E 18	61	10/17/12	10/17/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 1----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 1----					1	\$6,000.00		0.00			
E 19	61	10/22/12	10/22/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$200.00		0.00			
E 20	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,800.00		0.00			
E 21	61	10/22/12	10/22/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$200.00		0.00			
E 22	61	10/22/12	10/22/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$200.00		0.00			
E 23	61	10/22/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$300.00		0.00			
E 24	61	10/22/12	10/22/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$425.00		0.00			
E 25	61	10/22/12	10/22/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$650.00		0.00			
E 26	61	10/22/12	10/22/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$400.00		0.00			
E 27	61	10/22/12	10/22/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$650.00		0.00			
E 28	61	10/22/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,000.00		0.00			
E 29	61	10/22/12	10/22/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WTIC-TV

Print Date: 10/12/12

Page 4 of 4

Contract / Revision **398241** Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 10/12/12/ 10/12/12Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC IE 10/16-10/22**Estimate # **2050**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 29	61	10/22/12	10/22/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$400.00		0.00			
E 30	61	10/22/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,300.00		0.00			
E 31	61	10/22/12	10/22/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$350.00		0.00			
E 32	61	10/22/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$150.00		0.00			
Totals													69	\$63,375.00	